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News Release

IMMEDIATE RELEASE

EDMONTON 2007
CULTURAL CAPITALS OF CANADA
CAPITALE CULTURELLE DU CANADA

Edmonton hosts world oil congress

First time outside of China for largest gathering of its kind

Edmonton, March 10, 2008 – From March 10-12, Edmonton will host the largest gathering of heavy oil professionals in the world. The World Heavy Oil Congress will bring together over 800 delegates from 14 countries to address the sustainability of heavy oil from an economic and environmental perspective.

"Edmonton is home to the world's most innovative technologies and research on reducing the impacts of heavy oil production on our environment", said Edmonton Mayor Stephen Mandel. "Our city is proud to host an event which fosters an important dialogue on the economic, environmental and social impacts of heavy oil production".

The Mayor will officially open the tradeshow portion of the three-day event. The Congress focuses on environmental sustainability including the potential of nanotechnology to improve processes in oil sands production, environmentally clean and cost effective upgrading solutions, and examples of zero emissions and water friendly projects.

More information on the World Heavy Oil Congress can be found online at www.petroleumshow.com/worldheavyoil

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Note to Editor: The Mayor will open the tradeshow portion of the World Heavy Oil Congress at 12 p.m. today, Shaw Conference Centre.

About Edmonton:

This is a city alive with energy and boundless opportunity - a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

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THE CITY OF Edmonton